

ORDER

**KSNV**

Orders
Order / Rev: 105663
Alt Order #: 06842087
Product Desc: HORSFORD 4 CONGRESS
Estimate: 1609
Flight Dates: 09/11/12 - 09/17/12
Original Date / Rev: 08/17/12 / 08/17/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Horsford for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	37	\$11,690.00	\$9,936.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	37	\$11,690.00	\$9,936.50	0.00
Totals	37	\$11,690.00	\$9,936.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	31%	\$11,690.00
Market	100%	\$37,709.68

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$9,804.52
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$6,033.55
KTUD	1%	\$377.10
KVVU	18%	\$6,787.74
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$3,016.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/11/12	09/14/12	M-F 5-6a WakeUp w/WagM	5-6a		- TWTF - -	:30	2	\$90.00	4	0.00	NM	2	\$180.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- TWTF - -			2		\$90.00		0.00				

Order / Rev: 105663
 Alt Order #: 06842087
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Horsford for Congress
 Product Desc: HORSFORD 4 CONGRESS
 Estimate: 1609
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/11/12	09/14/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	- TWTF - -	:30	2	\$90.00	4	0.00	NM	2	\$180.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	2		\$90.00		0.00						
E 2	KSNV	09/11/12	09/14/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	- TWTF - -	:30	2	\$175.00	4	0.00	NM	2	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	2		\$175.00		0.00						
E 3	KSNV	09/17/12	09/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M- - - - -	:30	1	\$175.00	4	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M- - - - -	1		\$175.00		0.00						
E 4	KSNV	09/11/12	09/14/12	Today Show Today Show	CM	658a-9am	- TWTF - -	:30	2	\$200.00	4	0.00	NM	2	\$400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	2		\$200.00		0.00						
E 5	KSNV	09/17/12	09/17/12	Today Show Today Show	CM	658a-9am	M- - - - -	:30	1	\$200.00	4	0.00	NM	1	\$200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M- - - - -	1		\$200.00		0.00						
E 6	KSNV	09/16/12	09/16/12	Meet the Press Meet the Press	CM	8a-9am	- - - - - S	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - - S	1		\$1,300.00		0.00						
E 7	KSNV	09/16/12	09/16/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	- - - - - S	:30	1	\$135.00	4	0.00	NM	1	\$135.00
CHRIS MATHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - - S	1		\$135.00		0.00						
E 8	KSNV	09/11/12	09/14/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	- TWTF - -	:30	2	\$95.00	4	0.00	NM	2	\$190.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	2		\$95.00		0.00						
E 9	KSNV	09/11/12	09/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	- TWTF - -	:30	2	\$80.00	4	0.00	NM	2	\$160.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	2		\$80.00		0.00						
E 10	KSNV	09/11/12	09/14/12	Noon News Noon News	CM	12-1230pm	- TWTF - -	:30	2	\$125.00	4	0.00	NM	2	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	2		\$125.00		0.00						
E 11	KSNV	09/11/12	09/14/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	- TWTF - -	:30	2	\$100.00	4	0.00	NM	2	\$200.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	2		\$100.00		0.00						
E 12	KSNV	09/17/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M- - - - -	:30	1	\$150.00	4	0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M- - - - -	1		\$150.00		0.00						
E 13	KSNV	09/17/12	09/17/12		CM	4-5pm	M- - - - -	:30	1	\$145.00	4	0.00	NM	1	\$145.00

Order / Rev: 105663
 Alt Order #: 06842087
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Horsford for Congress
 Product Desc: HORSFORD 4 CONGRESS
 Estimate: 1609

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$145.00		0.00			
E 14	KSNV	09/11/12	09/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	- TWTF- -	:30	1	\$175.00	4	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- TWTF- -					1	\$175.00		0.00			
E 15	KSNV	09/11/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	- TWTF- -	:30	2	\$250.00	4	0.00	NM	2	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- TWTF- -					2	\$250.00		0.00			
E 16	KSNV	09/11/12	09/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	- TWTF- -	:30	2	\$230.00	4	0.00	NM	2	\$460.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- TWTF- -					2	\$230.00		0.00			
E 17	KSNV	09/11/12	09/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	- TWTF- -	:30	2	\$230.00	4	0.00	NM	2	\$460.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- TWTF- -					2	\$230.00		0.00			
E 18	KSNV	09/11/12	09/14/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston		730-758pm	- TWTF- -	:30	2	\$125.00	4	0.00	NM	2	\$250.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- TWTF- -					2	\$125.00		0.00			
E 19	KSNV	09/15/12	09/15/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$100.00	4	0.00	NM	1	\$100.00
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-					1	\$100.00		0.00			
E 20	KSNV	09/17/12	09/17/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$1,100.00	4	0.00	NM	1	\$1,100.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$1,100.00		0.00			
E 21	KSNV	09/16/12	09/16/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
SUN NIGHT FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$4,000.00		0.00			
E 22	KSNV	09/11/12	09/14/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	- TWTF- -	:30	2	\$255.00	4	0.00	NM	2	\$510.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- TWTF- -					2	\$255.00		0.00			
E 23	KSNV	09/11/12	09/14/12	The Tonight Show Tonight Show	CM	1135p-1237a	- TWTF- -	:30	1	\$110.00	4	0.00	NM	1	\$110.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	- TWTF- -					1	\$110.00		0.00			
E 24	KSNV	09/17/12	09/17/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$110.00	4	0.00	NM	1	\$110.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$110.00		0.00			
E 25	KSNV	09/11/12	09/14/12		CM	10am-11am	- TWTF- -	:30	1	\$80.00	4	0.00	NM	1	\$80.00

Order / Rev: 105663
Alt Order #: 06842087
Flight Dates: 09/11/12 - 09/17/12

Advertiser: Horsford for Congress
Product Desc: HORSFORD 4 CONGRESS
Estimate: 1609

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Today Show III 4th H											
				Today 4th Hour											
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	- TWTF - -	1		\$80.00		0.00						
													Totals	37	\$11,690.00